

Radon Communication

Tips

The following tips will help you develop radon messages and materials that will appeal to your audience.

- ▶ **Be accurate:** Scientific accuracy is vital to your program's credibility and will help you achieve desired outcomes. Using EPA's key messages will help you ensure that you are communicating the most accurate, up-to-date radon information. Please see Basic Radon Facts on page 14 for EPA's key messages. You can also visit www.epa.gov/radon for additional radon information.
- ▶ **Be credible:** Recent EPA market research revealed that many Americans respond more favorably to messages about radon when they are delivered by credible sources. This research informed EPA's PSA campaign promoting the Surgeon General's warning about radon and lung cancer. (Visit www.epapsa.com for more information about radon PSAs.) Other familiar experts in your community can also be highly effective when communicating about radon. Think about credible sources including celebrities, government officials, health professionals, and other individuals or organizations who can effectively deliver radon messages in your community.
- ▶ **Be clear:** Keep it simple. Clear messages for lay audiences contain as few technical and scientific terms as possible. Eliminate any information that the audience does not need in order to take action against radon.
- ▶ **Be consistent:** Messages and graphics should reinforce each other, not send different signals. Make sure your messages and graphics are consistent across all your communications.
- ▶ **Be relevant to your audience:** One size does not fit all. Consider the needs of your different audiences when disseminating messages and materials. For example, if you are conducting outreach in a county with a large Spanish-speaking population, try to provide Spanish materials. See page 16 for a Basic Radon Fact Sheet in Spanish.
- ▶ When conducting outreach to families with young children, you may want to combine radon messages with information about other children's health issues that your organization addresses. Children's Health Month in October would be an ideal time to bundle radon messages with other children's health issues like asthma or lead.

Helpful Resources

EPA offers the following tools to help you create your National Radon Action Month messages and materials:

- ▶ **Templates:** To get started on your materials, use EPA's templates including a new customizable fact sheet available at www.epa.gov/radon/pdfs/nram/basic_radon_fact_sheet.doc.
- ▶ **Boilerplate messages:** Use the boilerplate National Radon Action Month messages on page 13 for your Web site or print materials.
- ▶ **Graphics:** National Radon Action Month graphics are available for you to use for a variety of materials. Visit www.epa.gov/radon/nram/event_kit.html to download Web and print versions of the National Radon Action Month banner which appears in this Kit.